Commercialization Review

Commercialization Review Task

Commercialization Reviews are one part of Merit Reviews and are only required for SBIR Phase 2 Proposals. Both Internal and External Reviewers experienced in technology commercialization can perform Commercialization Reviews. The Reviewers assess the strength and value of the economic factors underlying a Proposal, such as market opportunities and viability, project-team capabilities, manufacturing costs, revenue projections, etc.

Commercialization Reviews are identical to Mail In Reviews. PMs read the Proposals submitted and determine which Reviewers are most appropriate to perform Commercialization Reviews. After Reviewers are initially contacted through receipt of Assigned Tasks in their queues, they must self-determine their eligibility to perform the reviews. They must complete a Conflict of Interest (COI) Certificate in PAMS and use PAMS to access the Proposals for review.

PAMS provides Reviewers with reminders when reviews are due. The PMs access the completed reviews and can rank the Proposals, based on the reviews. In addition, the PMs can close the reviews to block further data entry by reviewers.

Procedural Steps to Perform This Task:

1. From the *Tasks Summary Overview – List* page, find the Commercialization Review task you want to work on. If necessary, you can click the **Search** link at the top of the page and perform a search.
2. Click the **View Tasks** link to go to the *Commercialization Reviews – List* page.
3. In the *Mail In Reviews – List* page, click the **Actions** link and then the **Start Review** link in the *Options* column to go to the *Proposal Review – Conflict of Interest Certificate* page.

Figure 1. Mail In/Commercialization Reviews - List Page

Notable Page Elements

Element	Description
Start Review link	Under *Options*, click the **Start Review** link to begin the Mail In Review of choice.